



**Tanla Solutions Limited**

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August 30, 2019

To,

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 Scrip Code: <b>532790</b>	National Stock Exchange of India Ltd. “Exchange Plaza” Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: <b>TANLA</b>
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Dear Sir / Madam,

**Sub: Press Release**

Please find enclosed following Press Releases;

- 1. Tanla Solutions announces onboarding of three new Directors.**
- 2. Tanla Solutions to Acquire Leading Big data and AI Based Marketing Automation Platform Gamooga.**

The Press Releases are self-explanatory.

Yours faithfully,

For **Tanla Solutions Limited**



Seshanuradha Chava  
VP - Legal & Secretarial  
ACS-15519

Encl: As above

## Tanla Solutions announces onboarding of three new Directors

Tanla Solutions Ltd announced Mr. Rohit Bhasin and Mr. Sanjay Baweja as its new Independent Directors, and Mr. Sanjay Kapoor as Non-Executive Director, effective August 31st, 2019. All the three leaders are Influencers in their fields and shall contribute to Tanla's plans for global expansion and accelerated growth.

"The appointments of Sanjay Kapoor, Rohit Bhasin and Sanjay Baweja to the board are in line with Tanla's commitment to adding highly accomplished board members with outstanding credentials and industry-wide acclaim. Our Board looks forward to their industry expertise and valuable insights in our growth journey" commented Uday Reddy, CMD at Tanla.

### **About Sanjay Kapoor**

Telecom and Technology expert, Sanjay Kapoor is extending his relationship with Tanla Solutions as a Non-Executive Director.

Mr. Kapoor has earned wide recognition by working with esteemed companies, advising as a Board member for various companies. Mr. Kapoor has worked with companies such as Xerox, Micromax as the Chairman and Bharti Airtel as the CEO. Mr Kapoor is an active member in industry forums such as CII, COAI and NASSCOM. Mr. Kapoor was a Board and an Executive committee member of GSMA and has been a Board member for companies such as Indus Towers Bennett, Coleman & Co. Ltd and PVR Limited to name a few. Additionally, he has acted as the Senior Advisor with Boston Consulting Group.

### **About Rohit Bhasin**

With 35 years of experience, Mr. Bhasin has worked with esteemed organizations such as Standard Chartered Bank, AIG Inc, and PricewaterhouseCoopers (PwC). He has had a distinguished record serving as an advisor across a number of organizations including a member of PwC India's Leadership Team (ILT) and a member of PwC's Global Network of Valuation Leaders and currently acts as an independent trustee on the PwC India Foundation.

Mr Rohit has also acted as an Independent Director on the Board of GE Capital Services India and a Chairman for the Board's Audit Sub Committee. In the past, he has also served as an Independent Director on the Board of Fortis Healthcare Limited and a Board Member for SecureNow.

### **Sanjay Baweja**

Sanjay Baweja has over three decades of experience with a specialization in finance across sectors like E-Commerce, Infrastructure and Telecom. He has worked with several big brands including Emaar MGF Land Limited as Executive President for Corporate Affairs and Chief Risk Officer, Bharti Airtel, Xerox Modicorp, Digital Equipment and Ballarpur Industries.

Mr. Baweja was the Chief Financial Officer (CFO) of Suzlon Energy Ltd. At Suzlon, he was part of the core strategic think tank of the company that defines the strategic roadmap for increased profitability and contributes to overall organizational development. Prior to Suzlon, he has worked as the CFO for renowned companies such as Flipkart and Tata Communications.

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### **In conclusion**

Mr. Baweja, Mr. Bhasin and Mr. Kapoor are all established leaders in their fields and will be a great value addition to Tanla Solutions' Board of members committee. Working across sectors, with a strong background in finance, Mr. Bhasin and Mr. Baweja's focus will be on building a sound financial strategy for Tanla Solutions.

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### **About Tanla Solutions**

Tanla is a Hyderabad, India-based company, established in 1999. It is a global leader in its domain as one of the largest Cloud Communication providers, handling over 120 bn business communications annually. Tanla is innovating the way the world communicates, continuously raising the bar through enhanced speed, ease, and simplicity of Cloud Communication solutions, adopting cutting-edge technologies to meet the discerning needs of a diverse clientele, from enterprises to carriers across geographies.

#### **Contact**

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# Tanla Solutions to Acquire Leading Big data and AI Based Marketing Automation Platform Gamooga

Hyderabad, August 30, 2019

## Key Highlights

- Tanla Solutions Limited today signed a definitive share purchase agreement to acquire 100% of Gamooga at an enterprise value of Rs.48.5 Crore.
- Gamooga will receive a cash payment of Rs 31.5 Crore. This will be funded from Tanla's internal accruals. Gamooga will be issued a further Rs. 17 Crore worth of Tanla stock at a price of Rs 80 per Equity share
- This acquisition is expected to close by October 2019 and is subject to approval from Tanla's Shareholders and regulators, if any.

## *With Gamooga, Tanla Solutions forays into fast-growing Marketing Automation industry*

**August 30, 2019, Hyderabad:** Tanla Solutions Limited, (NSE: [TANLA / BSE: 532790](#)), one of the largest cloud communication providers in the world, today announced a definitive agreement to acquire a leading **Big data, AI driven** Customer Data and Marketing Automation Platform – **Gamooga. This is the 2<sup>nd</sup> acquisition Tanla has made in the last 4 months.** Acquisition of Karix Mobile and Gamooga now will position Tanla as the end-to-end solution provider for global enterprises including the existing 1500+ enterprise customers, to solve every imaginary use case and problem of customer experience.

**Uday Reddy, Tanla Solution's Chairman and Managing Director,** said, "Gamooga is a great addition to our overall growth plan. Its marketing technology stack powered by big data and artificial intelligence will enable us to offer end-to-end customer experience suite to our growing enterprise customer base and shall reinforce our position as market leaders."

**Founder of Gamooga, Kishore A** commented, "Gamooga is excited to be part of Tanla as we share a common vision of working towards elevating customer experiences. Enterprises today demand personalized customer experience in real-time and Gamooga's **Big Data, AI driven** Automation Platform can deliver relevant, on-point customer experiences."

## About Tanla Solutions

Tanla is a Hyderabad, India-based company, established in 1999. It is a global leader in its domain as one of the largest Cloud Communication providers, handling over 200 bn business communications annually. Tanla is innovating the way the world communicates, continuously raising the bar through enhanced speed, ease, and simplicity of Cloud Communication solutions, adopting cutting-edge technologies to meet the needs of a diverse clientele, from enterprises to carriers across geographies.

**About Gamooga**

Gamooga is a big data and AI driven omni-channel marketing automation platform which enables businesses personally engage with their users across channels including email, SMS, voice, website, apps and other leading channels. Visit [gamooga.com](http://gamooga.com)

**Contact**

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**Forward-Looking Statements Disclosure**

This press release contains 'forward-looking statements' that are based on our current expectations, assumptions, estimates and projections about Tanla Solutions Limited (the "Company"), our industry, economic conditions in the markets in which we operate, and certain other matters. All forward-looking statements are based on information available to us on the date hereof, and we do not undertake to update these forward-looking statements to reflect future events or circumstances unless required to do so by law.